

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Appl. No. : 10/805,870 Confirmation No. 1784  
Applicant : Eric B. Watson, et al.  
Filed : 03/22/2004  
Title : SYSTEM AND METHOD FOR OPTIMIZING PAID LISTING YIELD  
Group Art Unit : 3688  
Examiner : Darnell A. Pouncil  
Docket No. : MFCP.140316  
Customer No. : 45809

**VIA EFS – September 9, 2010**

Mail Stop Amendment  
Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT UNDER 37 C.F.R. § 1.111**

The present communication is submitted in response to the Examiner's remarks in the Non-Final Office Action mailed June 9, 2010, the three-month statutory period for response to which expires on September 9, 2010. In response to the Non-Final Office Action, please consider the following:

**Amendments to the Claims:** are reflected in the Listing of Claims that begins on page 2 of this paper.

**Remarks:** begin on page 10 of this paper.